

Trade Media Release

Argenteuil, May 2, 2022

Givaudan Active Beauty introduces Centella CAST, an active cosmetic ingredient that naturally reduces the appearance of stretch marks

Givaudan Active Beauty introduces Centella CAST, the natural remodeling partner crafted by green fractionation from one of the most well-known medicinal plants, *Centella Asiatica*. Acting on the mechanisms responsible for the formation of stretch marks, this hero ingredient of choice acts on four different levels to restore skin elasticity, density and firmness, reducing the appearance of stretch marks for all consumers.

Often considered as an unavoidable side effect of pregnancy, stretch marks or *straie* can develop on the skin at any age for both women and men. Up to 86%¹ of Americans experience stretch marks during puberty and one in two² women during pregnancy. This global skin condition, which is not physically dangerous or disabling, can lead to self-confidence issues. For example, 71%³ of women in France say to be concerned about the appearance of stretch marks.



Giada Maramaldi, Global Category

Manager for Active Beauty: "Skin damage in stretch marks is normally focused on the dermis, where we can observe disruption of the normal elastic fibre network, altered collagen fibre, loss of fibre organisation and orientation, and erythema. As a result, the skin appears less firm and malleable, with stretch marks visible. Centella CAST efficiently counteracts these issues and helps skin regain elasticity and firmness. Thanks to these multiple mechanisms, it may also be applied head to toe featuring a global firming, anti-sagging effect."

Centella CAST has been clinically tested on women and demonstrates significant epidermal and dermal improvements at 4 different levels:

- Epidermal thickness at the centre of stretch marks (+39%)
- Skin elasticity (+62%)
- Skin microcirculation (+162%)
- Skin appearance (+42%)

¹ Oakley A. et al, NCBI Bookshelf, 2022

² Medical News Today– Press article, 2018

³ IFOT, France, 2014



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Would you like to give it a try? To highlight the benefits of Centella CAST, our Active Beauty team has specially formulated an inspiring concept: Body Confidence. This light and delicate emulsion will reduce the appearance of stretch marks, improve overall skin's collagen content and fade the colour of stretch marks over time.

To learn more about our ingredient, we invite you to visit us at our booth (911) during NYSCC, taking place in New-York City (N.Y., U.S.A. – May 3-4) or to connect to uxbeauty.givaudan.com, our digital platform dedicated to cosmetic ingredients.

About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances, and develop beauty and wellbeing solutions that make people look and feel good. In 2021, Givaudan employed over 16,800 people worldwide and achieved CHF 6.7 billion in sales with a free cash flow of 12.6%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

About Fragrance & Beauty

Givaudan Fragrance & Beauty craft inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty.

About Givaudan Active Beauty

Givaudan Active Beauty crafts avant-garde cosmetic actives and high-end specialties that make people look and feel good. We bring nature's most precious gifts to the art of personal care in the form of biotech & botanical high-performing molecules, delighting consumers. Our extensive portfolio of award-winning skin & hair ingredients spans a variety of benefits for human beauty: from well-ageing and self-tanners to radiance, microbiome-friendly, soothers, hydrators, and more. Backed by solid scientific recognition and consumers' awareness, we remain at the cutting edge of this rapidly expanding market to deliver sustainable solutions supporting the growth of our customers. This is Givaudan. Human by nature. Learn more at www.givaudan.com/fragrance-beauty/active-beauty

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